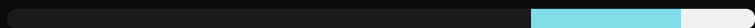




Pay with your palm. Light as a feather, no card, no phone.



Why Raha Pay exists

Paying should be as light as a feather. Just raise your palm.

Many schools don't allow phones, so students still carry cash. Cash gets lost, change runs out, and parents can't see what their children buy.

Raha Pay lets a student pay at the canteen with a palm scan: no card, no phone, no cash. Parents top up, set limits and see every purchase in real time.

"Raha" means ease. Everything we make should feel that way.

MISSION

Make paying at school effortless for students and give parents full peace of mind.

VISION

A palm that pays anywhere in Saudi Arabia, from the school canteen to every shop.

VALUES

Effortless

One wave. No steps to remember.

Safe

Biometric data protected, kept in Saudi Arabia.

Clear

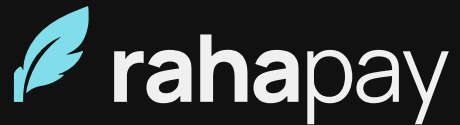
Every riyal visible to parents.

Caring

Built for children first.

Three versions, one family

Use the full logo by default. Use the icon where space is square or tiny, and the wordmark where the feather would repeat.



rahapay



rahapay

Full logo · primary

Feather plus rahapay. Website header, investor deck, school letters, reader stickers.

Icon

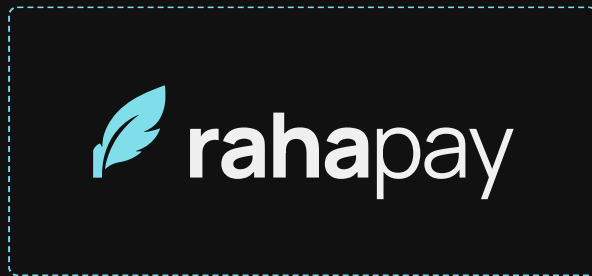
The feather alone. App icon, favicon, social avatar, the reader screen.

Wordmark

rahapay alone: raha in ExtraBold, pay in Regular. In-app headers and anywhere the icon already appears.

Give it room, keep it pure

Clear space



Keep empty space around the logo at least the width of the feather on every side. Nothing else goes inside it.

Minimum size



Full logo · 120 px / 30 mm



Icon · 24 px / 8 mm

Below these sizes the feather's cuts start to close up.

Don't



Stretch or squash it



Change its colors



Add shadows or glows



Put the blue feather on blue

Three colors, one typeface

Onyx

#0A0A0A · RGB 10 10 10

Backgrounds and main surfaces. About 70% of any layout.

Frosted Blue

#80DEEA · RGB 128 222 234

The feather, key buttons, highlights. About 20%.

Platinum

#F0F0F0

Text on dark, light surfaces.

TYPEFACE · MANROPE

Aa Bb 123

ExtraBold headlines, "raha" SemiBold buttons Regular body, "pay"

TYPE SCALE

Display 40

Title 22

Body 16

SAR 120.00

Today's spending

Paid at the school canteen with a palm scan.

Shades for building the product

The three brand colors lead. These shades are for app screens, charts and states, never for the logo.

Neutrals



Onyx #0A0A0A · page	Carbon #111111 · cards	Graphite #1F1F1F · borders	Steel #3A3A3A · disabled	Ash #8C8C8C · captions	Silver #BDBDBD · body on dark	Platinum #F0F0F0 · text	White #FFFFFF · light cards
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Blue scale



Blue 50 #E6F8FB	Blue 200 #B3EDF4	Frosted Blue #80DEEA	Blue 500 #4CC6D6	Blue 700 #1E9AAB	Deep Blue #0B6F7C
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On light backgrounds, use Deep Blue for links and blue text. Frosted Blue is too pale to read on Platinum.

States

 **Success** · Frosted Blue · payment done

 **Warning** · #FFC857 · low balance

 **Error** · #FF6B6B · declined, limit hit

No green anywhere. Success uses the brand blue.

We talk like a calm friend who handles money

Calm, not cold

Steady words, even when something goes wrong.

Clear, not technical

"Palm scan", never "biometric template".

Warm, not childish

We speak to parents as adults, about their kids.

Sure, not loud

No hype, no exclamation marks, no "revolutionary".

MOMENT	SAY THIS	NOT THIS
Purchase	Sara paid SAR 6.50 at the canteen.	Transaction #48213 processed successfully!
Limit reached	Omar reached today's SAR 20 limit. You can raise it anytime.	Error: daily spending threshold exceeded.
Scan failed	Let's try that again. Hold your palm a little closer.	Authentication failure. Retry.
Pitch to schools	Shorter canteen queues, no cash to handle, happy parents.	The world's most advanced biometric payment revolution!

Rules: short sentences. Use the child's name. Write amounts as SAR 6.50. Never blame the user. The same voice applies in Arabic and English.

The building blocks of the app

8 px spacing grid. Corners: 14 px on buttons and fields, 20 px on cards. Buttons are 52 px tall.

BUTTONS

Top up wallet

Set daily limit

View all purchases

Daily limit

SAR 20.00

Wallet balance

SAR 248.50

2 children · limits on

Sara · Canteen

Today, 10:12 · palm scan

- SAR 6.50

Top up

Yesterday · mada

+ SAR 100.00

All

Sara

Omar

ICONS

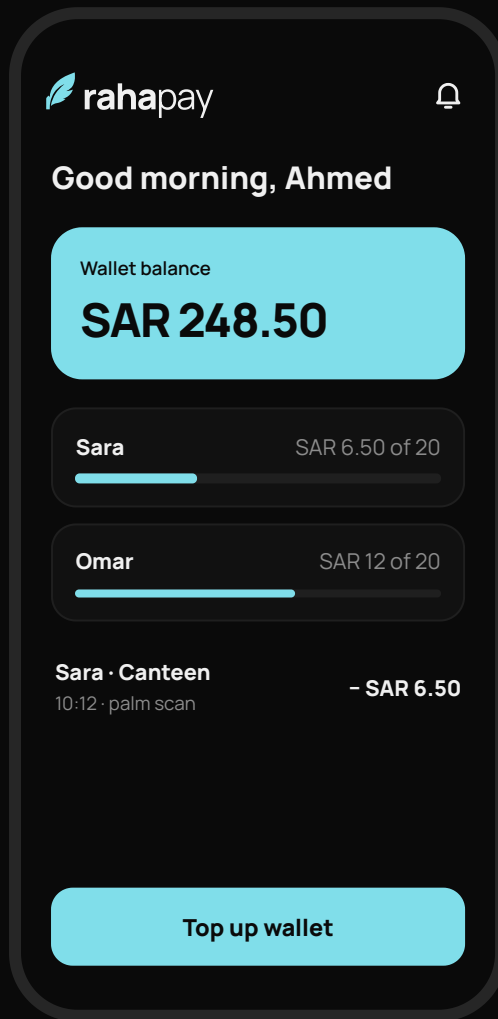


Outline style. 2 px stroke, rounded ends, 24 px grid.

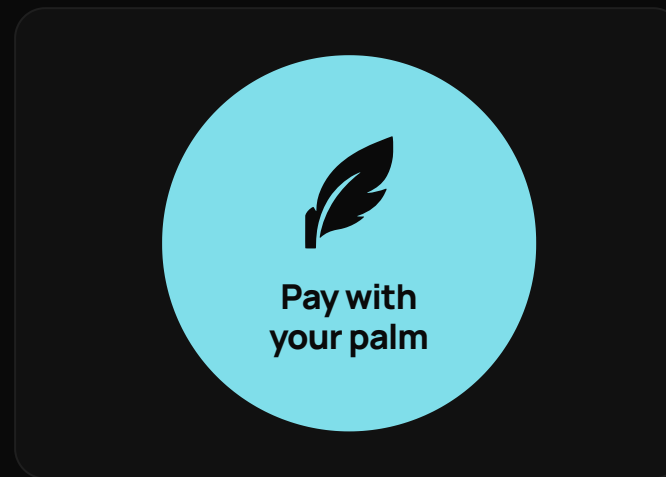
Platinum by default, Frosted Blue only for the active item.

Feather is not an icon. It only appears as the logo.

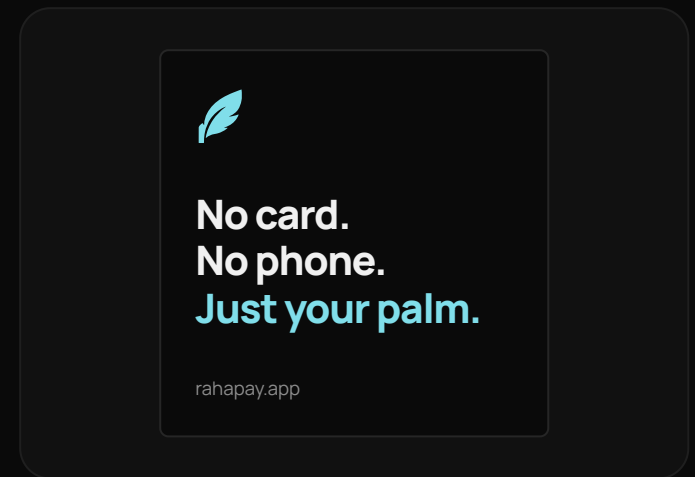
The brand in the real world



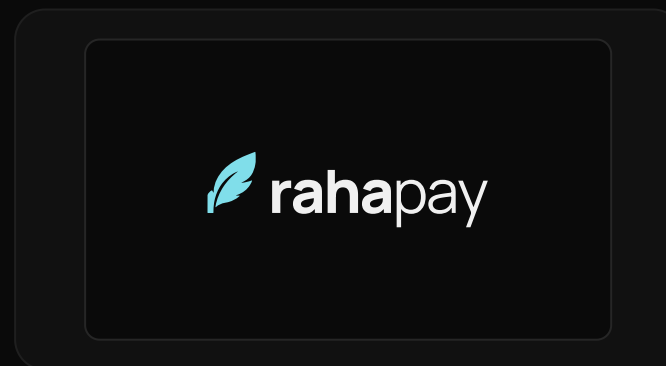
Parent app



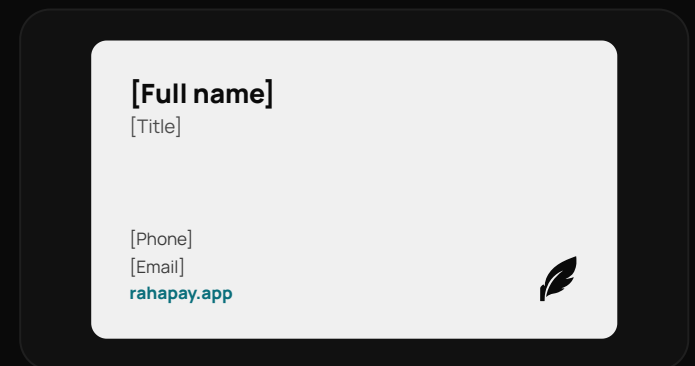
Reader sticker



Social post



Business card · front



Business card · back